

**February 15th. PR and Welfare Agencies,  
Hospitals, Churches:**

The perspective, the program. Special problems.  
Fund raising.

**February 22nd. PR and Government:**

PR's role in government. Objectives. Hostility to the  
function from the press, from legislators. Actual  
government PR practice.

**March 1st. PR as a Career:**

Some of the opportunities offered in PR work and  
the qualifications necessary for success. The status of  
PR today. A look at the future.

**March 8th. PR Do's and Don'ts:**

A review of the course.

**March 15th. Test.**

**Required Reading:**

"Effective Public Relations"  
Cutlip and Center (Prentice-Hall)

**Suggested Additional Reading:**

"The PR In Profit"  
Leonard L. Knott (McClelland, Stewart)  
"Your Public Relations"  
The Griswolds (Funk & Wagnalls)



P80 - 0225  
(59)  
**UNIVERSITY OF TORONTO  
UNIVERSITY EXTENSION**

**Session 1960-61**

**Course in**

**PUBLIC RELATIONS**

sponsored by the  
**CANADIAN PUBLIC RELATIONS SOCIETY,  
TORONTO.**

## PUBLIC RELATIONS

### Wednesdays

### 20 Lectures

This course has been planned to broaden the experience and horizons of those already in the field, and to provide a solid basis for those who are embarking on a Public Relations career.

The course has also been so designed, that the practice of Public Relations—principles, techniques and special fields of application—is presented through a combination of lecture, case study and discussion. Each evening a lecture, delivered by a highly qualified speaker, will discuss some aspect of Public Relations. Where it is possible, the lecture will be followed by a group discussion of a case history related to the lecturer's topic.

#### COURSE CHAIRMAN:

Mr. L. W. Holmes,  
Managing Secretary,  
Ontario Division,  
Dominion Brewers Assoc.

#### ASSISTANT CHAIRMAN:

Mr. R. G. Pendrith,  
Director of Public Relations,  
St. John Ambulance.

TIME: 7:30 p.m.

Fall Term: October 12th–December 14th.

Winter Term: January 11th–March 15th.

PLACE: Room 103, School of Nursing.

FEE: \$40.00.

#### Registration:

By mail or in person at Room 207, 65 St. George Street, 9 a.m. to 5 p.m. daily, except Saturdays. Information may be obtained by telephoning WA. 3-6611 locals, 301, 304, 526, 527. In order to accommodate students and enable them to enrol during the evening, registrations will be taken:

Monday, September 12th

Monday, September 19th

from 7:30 to 9 p.m. in the Wallberg Building, corner of St. George and College Streets.

## PROGRAMME

### October 12th. Introduction to Public Relations:

Definitions and history of PR. Survey of its principles, function and practice. Preview of the course, class assignments.

### October 19th. Fact Finding:

Evaluation of public attitudes. Quantitative and qualitative surveys—methods, techniques and results—as the basis for assessing Public Relations problems.

### October 26th. Fundamentals of Communication:

Proven techniques for overcoming barriers and distortions that impede the flow of effective communication. Evaluation of the PR man's tools for communicating effectively with his organization's various publics.

### November 2nd. Employee Relations:

Communicating with an organization's internal publics. Public Relations programming for building understanding and support of the company policies. Survey of tools and techniques.

### November 9th. Community Relations:

The process of being a good neighbour. Role of PR in helping to secure home-town understanding and appreciation of an organization, its people and policies.

### November 16th. Customer Relations and Sales Promotion:

Making people want to do business with you. Short term and long term PR programming aimed at fostering the favourable atmosphere necessary to sales success.

### November 23rd. Special Publics:

Building the corporate image among shareholders, suppliers, competitors and government. Teachers and students, and women as special publics. Techniques and tools for effective communication with these groups.

### November 30th. Special Events:

Public Relations planning for plant tours, open houses, testimonial dinners, awards presentations, anniversaries, PR in times of crises, etc.

### December 7th. Publicity I:

Its importance and limitations. Maintaining effective contact with mass media—newspapers, periodicals, radio and TV.

### December 14th. Publicity II:

Publicity principles. The press conference. Preparation of news. Use of photographs. Essentials of good copy.

### January 11th. Other PR Tools:

The stunt, the exhibit, the comic book, the speakers' Bureau, the film, the PR ad, the telephone, direct mail, billboards, etc.

### January 18th. Organizing for Public Relations:

Guiding responsibilities. Role of the PR department, independent counsel, or both, as the eyes, ears and voice of management.

### January 25th. PR and the Corporation:

The corporate personality. Personalizing management. Identifying the corporation with non-profit causes. Industrial statemanship. International programs.

### February 1st. PR and the Small Business:

Who is small business? Managing the small business. Employee, community, customer relations in the small business. The professional man.

### February 8th. PR and Utilities, Carriers, Banks:

PR responsibilities of these organizations. Special PR programs required by them.